INDEX TO VOLUME 42

GENERAL INDEX

Application of Peak-Load Pricing, An *Donald N. DeSalvia* 458

Borrowing from the Behavioral Sciences *Joe Kent Kerby* 152

Common Stock Perception and Preference: An Application of Multidimensional Scaling *Paul E. Green and Arun Maheshwari* 439

Consumer Search, Role Enactment, and Market Efficiency . . . . . *Louis P. Bucklin* 416

Current International Economic Policy Issues *Harry G. Johnson* 12

Determination of Profit Rates in "Oligopolistic Industries," The . . . *David R. Kamerschen* 293

Dilemma of "Integrated" Advertising, The *Arnold M. Barban* 477

Empirical Study on Optimizing Advertising Policy, An . . . . . *Kendrick B. Melrose* 282

Entrepreneurship, Profit, and Limits on Firm Size . . *Morris Silver and Richard Auster* 277

Evaluating Student Performance in Graduate Schools of Business *Alfred N. Page and Richard R. West* 36

Expected Utility Hypothesis and the Selection of Optimal Deductibles for a Given Insurance Policy, The . . . . . *John P. Gould* 143

Extent and Characteristics of Racially Integrated Housing in the United States, The *Seymour Sudman, Norman M. Bradburn, and Galen Gockel* 50

Impacts of the Vietnam War on Defense Spending: A Simulation Approach, The *Harvey Galper* 401

M.B.A. Education Myth, The *Herbert G. Grubel* 42

Moving toward Economic Stability *Beryl W. Sprinkel* 1

Network Television Pricing: A Comment *William N. Leonard* 93

1969 Forecast of Gross National Product, Consumer Spending, Saving, and Housing *Irving Schweiger* 7

Note on "The Value Line Contest: A Test of the Predictability of Stock-Price Changes," A *Warren H. Hausman* 317

Perceived Risk, Information Processing, and Consumer Behavior: A Review Article *Francesco M. Nicosia* 162

Rates of Return on Common Stocks *Eugene F. Brigham and James L. Pappas* 302

Risk, the Pricing of Capital Assets, and the Evaluation of Investment Portfolios *Michael C. Jensen* 167

Source of Bias in Filter Tests of Share Prices, A *Myles M. Dryden* 321

Statistical Estimation of Commercial Bank Profitability, A . . . . *John A. Haslem* 22

Stock Price and Economic Indexes for Generating Efficient Portfolios . . *Keith V. Smith* 326

Taxonomy of Magazine Readership Applied to Problems in Marketing Strategy and Media Selection, A . . . . . *F. M. Bass, E. A. Pessemier, and D. J. Tigert* 337

Tonypandy Once Again . . . . *David Blank* 104

Unemployment Levels among Nonwhite Teen-Agers . . . . . *Lowell E. Gallaway* 265

Validity of the Product Life Cycle *Victor Cook and Rolando Polli* 385

INDEX TO AUTHORS

BARBAN, ARNOLD M. The Dilemma of "Integrated" Advertising 477

BASS, F. M.; PESSEMIER, E. A.; and TIGERT, D. J. A Taxonomy of Magazine Readership Applied to Problems in Marketing Strategy and Media Selection 337

BLANK, DAVID M. Tonypandy Once Again . . 104

BRIGHAM, EUGENE F., and PAPPAS, JAMES L. Rates of Return on Common Stocks 302

BUCKLIN, LOUIS P. Consumer Search, Role Enactment, and Market Efficiency 416

COOK, VICTOR, and POLLI, ROLANDO. Validity of the Product Life Cycle 385

DESALVIA, DONALD N. An Application of Peak-Load Pricing 458

DRYDEN, MYLES M. A Source of Bias in Filter Tests of Share Prices 321

GALLAWAY, LOWELL E. Unemployment Levels among Nonwhite Teen-Agers 265

GALPER, HARVEY. The Impacts of the Vietnam War on Defense Spending: A Simulation Approach 401

GOULD, JOHN P. The Expected Utility Hypothesis and the Selection of Optimal Deductibles for a Given Insurance Policy 143

GREEN, PAUL E., and MAHESHWARI, ARUN. Common Stock Perception and Preference: An Application of Multidimensional Scaling 439

GRUBEL, HERBERT G. The M.B.A. Education Myth 42

HASLEM, JOHN A. A Statistical Estimation of Commercial Bank Profitability 22
HAUSMAN, WARREN H. A Note on "The Value Line Contest: A Test of the Predictability of Stock-Price Changes" 317
JENSEN, MICHAEL C. Risk, the Pricing of Capital Assets, and the Evaluation of Investment Portfolios 167
JOHNSON, HARRY G. Current International Economic Policy Issues 12
KAMERSCHEN, DAVID R. The Determination of Profit Rates in "Oligopolistic Industries" . 293
KERBY, JOE KENT. Borrowing from the Behavioral Sciences 152
LEONARD, WILLIAM N. Network Television Pricing: A Comment 93
MELROSE, KENDRICK B. An Empirical Study on Optimizing Advertising Policy 282
NICOSIA, FRANCESCO M. Perceived Risk, Information Processing, and Consumer Behavior: A Review Article 162
PAGE, ALFRED N., and WEST, RICHARD R. Evaluating Student Performance in Graduate Schools of Business 36
SCHWEIGER, IRVING. 1969 Forecast of Gross National Product, Consumer Spending, Saving, and Housing 7
SILVER, MORRIS, and AUSTER, RICHARD. Entrepreneurship, Profit, and Limits on Firm Size 277
SMITH, KEITH V. Stock Price and Economic Indexes for Generating Efficient Portfolios . . 326
SPRINKEL, BERYL W. Moving toward Economic Stability 1
SUDMAN, SEYMOUR; BRADBURN, NORMAN M.; and GOCKEL, GALEN. The Extent and Characteristics of Racially Integrated Housing in the United States 50

BOOK REVIEWS

BAUER, RAYMOND A., and GREYSER, STEPHEN A. Advertising in America: The Consumer View . . . . . *C. H. Sandage* 250
BECKMANN, PETR. Introduction to Elementary Queuing Theory and Telephone Traffic *Frederick S. Hillier* 120
BRACKEN, JEROME, and MCCORMICK, GARTH P. Selected Applications of Nonlinear Programming . . . . . *O. L. Mangasarian* 256
BUCHANAN, JAMES M. The Demand and Supply of Public Goods . . . . *Martin J. Bailey* 248
BURGESS, LEONARD R. Wage and Salary Administration in a Dynamic Economy *E. Robert Livernash* 252
COLLINS, NORMAN R., and PRESTON, LEE E. Concentration and Price-Cost Margins in Manufacturing Industries *James M. Ferguson* 254
DRUCKER, PETER F. (ed.). Preparing Tomorrow's Business Leaders Today . *G. L. Bach* 497
ENGEL, JAMES F.; WALES, HUGH G.; and WARSHAW, MARTIN R. Promotional Strategy *John G. Myers* 251
ENGLISH, J. MORELY (ed.). Cost Effectiveness: Economic Evaluation of Engineered Systems . . . . . *William Niskanen* 371
FELS, RENDIGS, and HINSHAW, C. ELTON. Forecasting and Recognizing Business Cycle Turning Points . . . . . *V. Lewis Bassie* 364
FERMAN, LOUIS A. The Negro and Equal Employment Opportunities: A Review of Management Experiences in Twenty Companies *Ray Marshall* 507
FRIEND, IRWIN, et al. Investment Banking and the New Issues Market . . *Avery B. Cohan* 498
HOLLANDER, EDWARD D., and Others. The Future of Small Business *Arnold C. Cooper* 368
HOTTENSTEIN, MICHAEL P. Models and Analysis for Production Management *Howard Kunreuther* 370
HUGO, I. ST. Marketing and the Computer *David B. Montgomery* 118
JONES, LAWRENCE D. Investment Policies of Life Insurance Companies *Harold G. Fraine* 117
KANE, EDWARD J. Economic Statistics and Econometrics: An Introduction to Quantitative Economics . *Daniel S. Hamermesh* 373
KARASKA, GERALD J., and BRAMHALL, DAVID F. Location Analysis for Manufacturing *Brian J. L. Berry* 505
KEETON, ROBERT E.; O'CONNELL, JEFFREY; and MCCORD, JOHN H. Crisis in Car Insurance . . . . . *Charles P. Hall, Jr.* 371
KINDLEBERGER, CHARLES P. American Business Abroad: Six Lectures on Direct Investment *Donald G. Heckerman* 499
MCKEAN, ROLAND N. Public Spending *Otto A. Davis* 113
MONTGOMERY, DAVID B., and URBAN, GLEN L. Management Science in Marketing *George H. Haines, Jr.* 502
MORGAN, BRUCE W. An Introduction to Bayesian Statistical Decision Processes *Robert L. Winkler* 120
NATIONAL COMMISSION ON URBAN PROBLEMS. Building the American City *Brian J. L. Berry* 504
PHILLIPS, ALMARIN, and WILLIAMSON, OLIVER E. (eds.). Prices: Issues in Theory, Practice, and Public Policy . . . *Diran Bodenhorn* 249
PRED, ALLAN R. The Spatial Dynamics of U.S. Urban-Industrial Growth, 1800–1914 *Hugh W. Knox* 366
REVZAN, DAVID A. A Geography of Marketing: Integrative Statement . *Brian J. L. Berry* 367

RHEE, H. A. Office Automation in Social Perspective . . . . . *Leonard Rico* 249
ROBICHEK, ALEXANDER A., and COLEMAN, ALAN B. Management of Financial Institutions . . . . . *James E. Walter* 117
SELTZER, LAWRENCE H. The Personal Exemptions in the Federal Income Tax *William B. Neenan* 506
SHELL, KARL (ed.). Essays on the Theory of Optimal Growth . . . . *Michael Intriligator* 116
SPORN, PHILIP. Technology, Engineering, and Economics . . . . . *Winfield S. Smith* 503
TISDELL, CLEMENT ALLAN. The Theory of Price Uncertainty, Production, and Profit *Daniel Orr* 369
UHL, KENNETH P., and SCHONER, BERTRAM. Marketing Research: Information Systems and Decision Making . . . *Seymour Banks* 500
ULLMANN, JOHN E. The Application of Management Science to the Evaluation and Design of Regional Health Services *Odin W. Anderson* 501
VAN HORNE, JAMES C. Financial Management and Policy . . . . . *Jacob B. Michaelsen* 253
WEBBER, ROSS A. Culture and Management: Text and Readings in Comparative Management . . . . . *Stanley Udy* 503
WILLIAMS, B. R. Technology, Investment, and Growth . . . . . *G. S. Maddala* 115
WILSON, JAMES Q. (ed.). The Metropolitan Enigma . . . . . *Eugene Smolensky* 365